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## DISCUSSION ISSUES

Positioning  
with  
the  
public

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## **1. TARGETING**

- MALE VS. FEMALE**
- AGE APPEAL**
- PSYCHOGRAPHIC**
  - . SOCIALLY CONCERNED**
  - . HEDONISTIC**

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## **2. PRODUCT**

- **WHAT IS CATEGORY?**
  - . AROMA/ODOR
  - . NEW FLAVORS
- **LENGTH**
- **CIRCUMFERENCE**
- **TAR LEVEL**
- **REGULAR VS. MENTHOL**

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3. POSITIONING OPTIONS

- A. GOOD SMELLING CIGARETTE THAT PUTS FLAVOR FIRST
- B. FRESHEN UP YOUR SMOKE
- C. THE SOCIAL CIGARETTE
- D. NEW FLAVOR OF SMOKING

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## THE GOOD SMELLING CIGARETTE THAT PUTS FLAVOR FIRST

PHILIP MORRIS KNOWS THAT YOU SMOKE FIRST FOR YOUR OWN PLEASURE AND SECONDLY FOR SOMEONE ELSE. THAT'S WHY WE'VE CREATED THE FIRST GOOD SMELLING CIGARETTE WITH TRUE SMOKER SATISFACTION.

INTRODUCING MONTEREY. A LIGHT PLEASANT AROMA OFF THE LIT END. A SMOOTH, SATISFYING FLAVOR FROM YOUR END.

TASTE THE AROMA OF NEW MONTEREY.

- Chelsea (Chelsea is that - I assume Chelsea isn't first  
good.)
- Could be Slimline extension

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*Mr. Director & Ad. Dept.*

**FRESHEN UP YOUR SMOKE**

NOW THERE'S A WHOLE NEW, FRESH SMOKING EXPERIENCE.

NEW MONTEREY [LETS OFF A SCENT] AS FRESH AS THE OCEAN BREEZE WHILE DELIVERING A TASTE AS CLEAN AND CRISP AS THE GREAT OUTDOORS. [SO LINGERING ODOR AND UNPLEASANT AFTERTASTE] ARE A THING OF THE PAST.

MONTEREY IS THE FRESHEST SENSATION IN SMOKING.

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## THE SOCIAL CIGARETTE

NOW THERE'S A CIGARETTE THAT HELPS CLEAR THE AIR WITH THOSE AROUND YOU SO YOU CAN FEEL MORE COMFORTABLE SMOKING.

INTRODUCING MONTEREY, THE CIGARETTE THAT ACTUALLY SMELLS GOOD... IT'S LIGHT, PLEASANT AROMA MAKES SMOKING MORE PLEASING FOR YOU AND OTHERS AROUND YOU. AND MAKES LINGERING ODOR A THING OF THE PAST.

MONTEREY. YOU AND FRIENDS WILL TRULY ENJOY THE FIRST SOCIAL CIGARETTE.

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THE NEW FLAVOR OF SMOKING

NOW THERE'S AN EXCITING NEW TASTE AND AROMA IN CIGARETTES.

INTRODUCING MONTEREY. A SPECIAL BLEND OF TOBACCO AND SPICES DELIVER A UNIQUE, SMOOTH, SATISFYING SMOKE WITH A LIGHT PLEASANT AROMA. SMOKING HAS NEVER BEEN MORE ENJOYABLE FOR YOU AND THOSE AROUND YOU.

EXPERIENCE THE FLAVOR OF NEW MONTEREY.

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